



Company Presentation

Towards a sustainable future free from fossil fuels.

www.biras.se

| Introduction

"Towards a sustainable future free from fossil fuels."

We at biras are determined to, with your help, contribute positively to climate change by offering fossil-free products to the markets. With the current focus being **candle waxes**, we produce and sell wax with the same characteristics as stearin or paraffin wax, with the big difference that it's **fossil-free and animal-friendly**. Thanks to the fact that forestry by-products are used as raw materials.



We are based in northern Sweden and collaborate with local forestry organizations to **ensure sustainability remains a core priority** not only for us, but **also for you**.

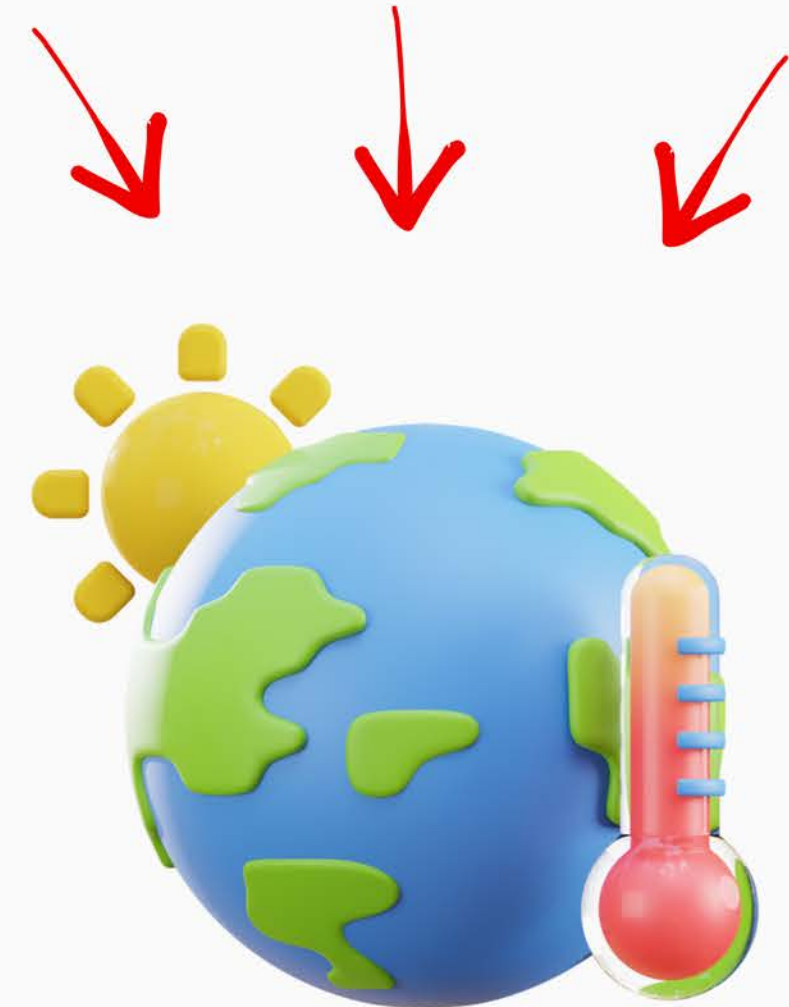


| Problem

Today's candles are produced from raw materials with a **high environmental burden**.

Most candles are made of paraffin wax. Other raw materials include beeswax or plant-based waxes. All of which come with a high environmental burden due to **irresponsible land and water use, pesticides/fertilizers and shipping emissions**.

This makes it **hard for consumers** (who care about the environment) **to find products that they can use responsibly with a clean conscience**.



Solution

We enable consumers to act more sustainably, towards a fossil-free future.

Our innovative **candle wax, crafted from wood chips**, delivers all the qualities you expect from traditional candle wax but stands out due to its **unique, environmental-friendly manufacturing process**.



Sourcing plant-based raw materials for candle wax from sustainably managed **European forests (FSC-certified)** addresses many of the environmental concerns associated with fossil- or plant-based raw materials.

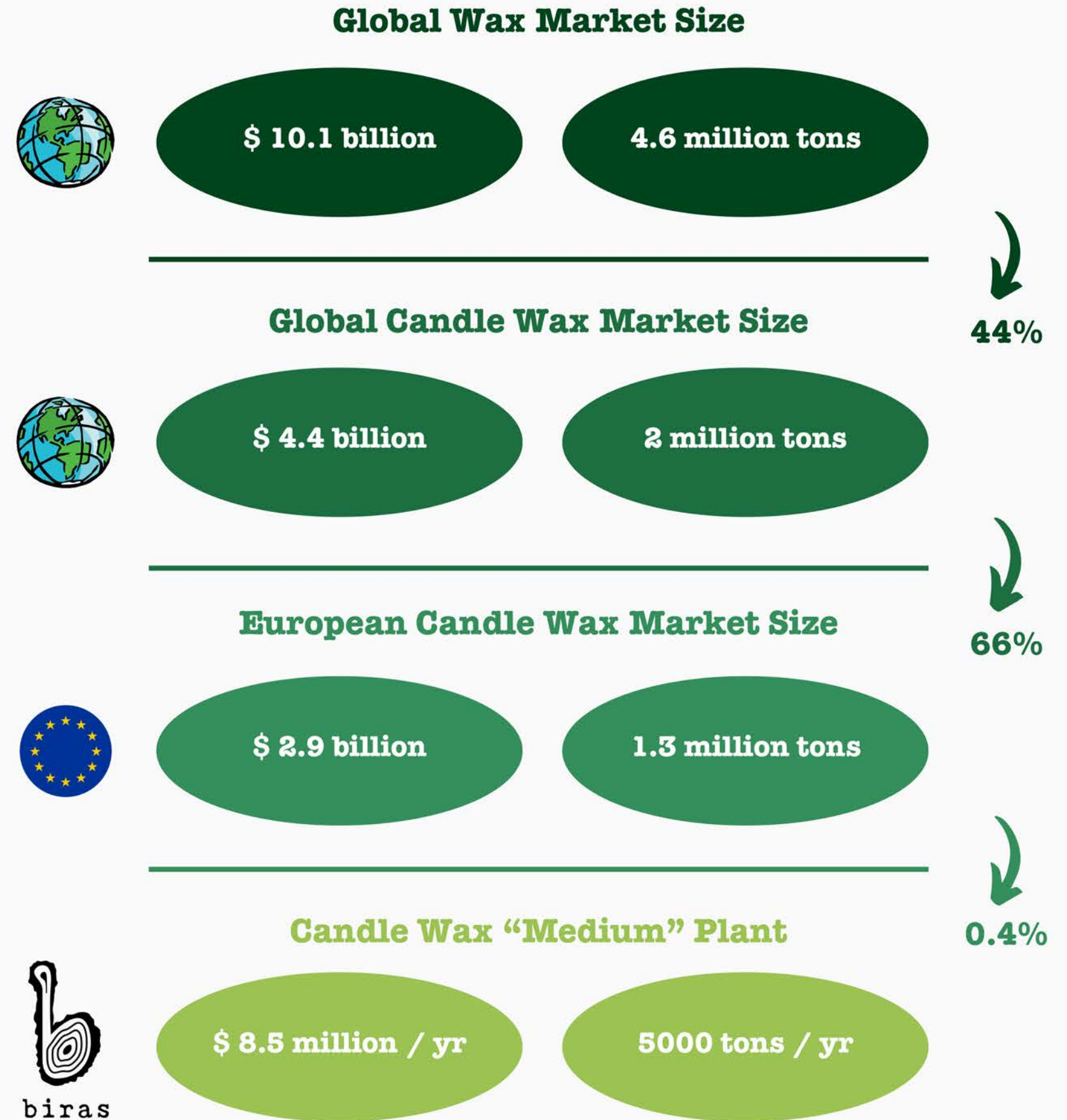


Market Opportunity

➤ **The Global Wax Market is annually growing by 4.3% (CAGR)**

The wax market carries a **high potential**, not only today, but also in the future as it keeps growing. As the majority of waxes are produced from fossil-fuels, manufacturers will have to transition raw materials **to meet the increased climate awareness of the consumers.**

The wax which biras produces may also, **in the future**, be used as an adhesive or stabilizer for market segments such as **cosmetics, plastic, ink, color, tires, textiles, pharmaceuticals and building materials.**

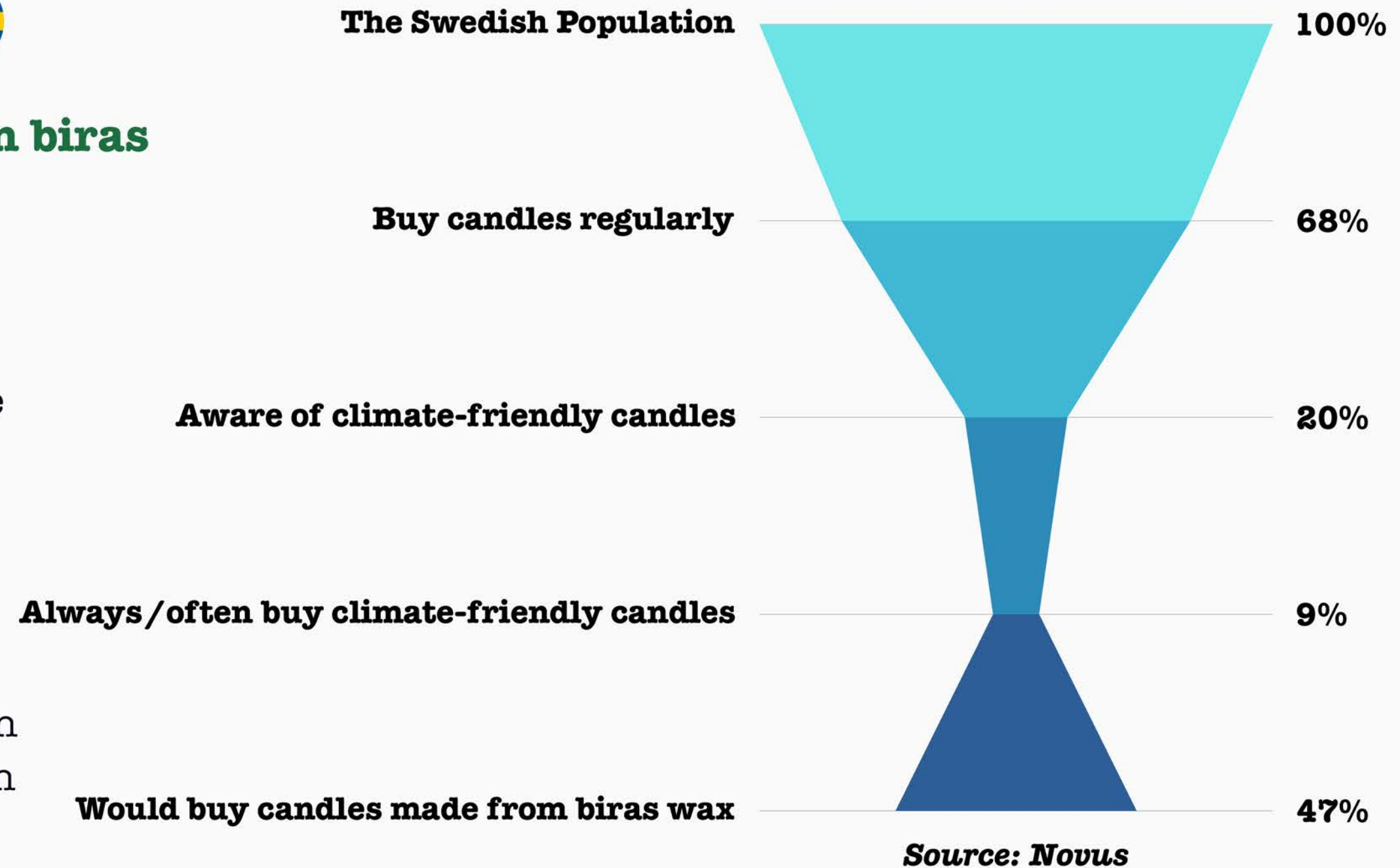


| Market Research

9% of the market expresses interest in biras wax candles, with a potential to 47%

A market analysis commissioned by Biras and conducted by Novus has yielded promising results. This study, focused on the Swedish market - a demographic considered representative of much of Europe - reveals that 20% of the population is aware of climate-related issues.

This insight suggests that increased efforts in raising awareness could significantly broaden market opportunities.



Competition

➤ **The wax market's growth is strongly driven innovative, climate-friendly applications.**

Today's wax market is dominated by a few key players with control over essential raw materials like crude oil for paraffin, creating **high entry barriers** due to technological complexities and access challenges.

However, **the opportunity arises from low switching costs and brand loyalty**, alongside a trend towards environmentally conscious consumption, presenting a **fertile ground for biras to innovate and capture market share** with sustainable and climate-friendly wax products.

SASOL
reaching new frontiers



ExxonMobil



CEPSA



Team biras

The team is passionate about sustainability and helping the environment.



Daniel Hedemalm Leader & Co-Founder

Daniel, whose leadership and management experience steer our strategic direction and propel our company's growth. With complementing skillset to Per, they make a strong leadership team.

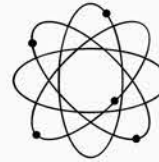


Per Marainen Innovator & Co-Founder

Per leads the innovations & operations of the manufacturing process. With 20+ years in Business, Science, and Engineering, his expertise fuels our company's transformative success in the chemical industry.



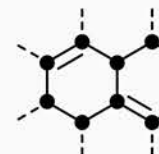
Kristina Billberg Product Management



Albin Czernichowski Scientific Advisor (Prof.)



Urtim Murtezi Electric Engineer



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Thank You

for doing good for the planet.



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